



# BRILLIANT BARGAINING IN MUSLIN UNDERWEAR



THE BOSTON STORE SELLS IT FOR LESS THE BOSTON STORE CLOSSES AT 5:30 P. M.—SATURDAYS EXCEPTED

HARNED & VON MAUR

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## Annual January Sale of White

Begins Thursday Jan. 22  
The Sale Lasts All Week

A Stirring Announcement That Will  
Interest All Women—Begins Jan. 22



The Great Annual January Merchandise Movement fills the store with freshness and enthusiasm; the great stacks of white goods displayed—all ready—and the doors swing open Thursday morning on the **Annual January Sale of White**.

Everything in this remarkably popular **Harned & Von Maur Sale** is cheaper now than during any other time of the year. That is the motive for buying NOW. That's the cheapest most potent inducement.

THE SEVEN-CENT CORSET COVER is well-shaped, well-made; is of good material and will give long service. That one item might stand as proof of the store's excellence and carefulness. But one item might be a mere bait. Go through the stocks—the NIGHT GOWNS, at 39c; the DRAWERS, at 20c. And not alone the UNDERWEAR, but the new WHITE GOODS, LINENS, and all the partners to this movement. Sturdy, good values. Many very handsome things are included; yet every item is a bargain at its price.



### Bear This in Mind

We buy and sell the *best* muslin underwear that is made; give you the *best* value at each price that is possible to give at that price. Any garment can be cheapened a little here or a little there, a poorer grade of muslin or cambric, a cheaper grade of lace for trimming, the garment cut on skimpier pattern, etc., and can be sold for a little less price, but in fact are more expensive considering actual value.



### This Sale of Muslin Underwear

Is one of the events of the season, coming as it does at a time of the year when you are thinking of replenishing your summer lingerie. To those who have attended our sales in this department in the past it will be unnecessary to repeat that all our garments are made of good muslin and cambric, perfect fit, of generous proportions—nothing skimmed to cut the price.

### Corset Covers, 7c



MUSLIN CORSET COVERS—square neck, felled seams, good fitting. Sizes run 32 to 40. Limited two to a customer. No mail orders. None C. O. D. White Sale price ..... **7c**

CORSET COVERS of good muslin, choice of high or low neck. Well made. White ..... **10c**

CAMBRIC CORSET COVERS, round neck, with narrow edge of embroidery, or of muslin, with V shape neck of embroidery. White Sale price ..... **19c**

CORSET COVERS AT 25c—Forming a captivating show of new styles, including cambric and fine muslin, with high or round neck; V shape and other popular styles. Trimmed with Val. lace and embroidery. White Sale price ..... **35c**

CAMBRIC CORSET COVERS, round neck with hemstitched ruffle and Val. lace insertion. Or cambric with two rows of insertion down front. Round neck. White Sale ..... **39c**

CORSET COVERS in a wonderful variety of beautiful French styles; ranging in price, 50c ..... **\$3.95**

CORSET COVERS—Trimmed with embroidery, lace, insertions—French effect at 29c, 29c and ..... **50c**

### Drawers

of extra good muslin, hemstitched and ruffle. White Sale price ..... **20c**

CAMBRIC DRAWERS, umbrella style, with lawn ruffle, hemstitched and torchon lace edge, or with deep lawn ruffle and five tucks. Another style is of good muslin made with deep embroidery ruffle and cluster of three tucks, all sizes, open or closed. White Sale price ..... **25c**



CAMBRIC AND MUSLIN DRAWERS—Cambric, with three cluster tucks, deep embroidery edge, extra size. cambric, with deep lawn ruffle and three hemstitched tucks, and torchon lace edge; muslin umbrella style, hemstitched and embroidery edge. White sale price ..... **39c**

FINE DRAWERS, cambric, umbrella style; two rows of embroidery insertion and lace edge; cambric, with deep ruffle set with panels of lace insertion and edge to match; muslin, with two cluster of tucks, embroidery insertion and ruffle. White Sale prices range 50c to ..... **\$4.50**

"CAMBRIC" DRAWERS—Trimmed with three hemstitched tucks above hem—other design with tucks above hem—Still another style—two rows hemstitching with torchon lace trimmed. Choice each ..... **39c**

### New Spring and Summer Wash Fabrics

IN CONJUNCTION WITH our "Great Sale of White" we have our opening of Spring and Summer Wash Fabrics. As in the past the Boston Store's supremacy in Wash Fabrics will be maintained. The showing for 1903 is even more striking than last season. New Embroidered Swiss in exclusive pattern—only 1 dress of a kind—beautiful mercerized novelties; an immense range of ginghams, each pattern of the lot or more styles selected with care. Figured Dimities, figured Batistes, Fine Cheviots, Grenadine Effects, Linen and Knickerbocker Effects, all the good stylish things; Wash Fabrics you'll find here in the best colorings and designs. I your buying early while you can get a dressmaker.

### Fine Table Linens

You don't have to send away or abroad for fine table linens—only, take the time to see our lines of fine Ray Aine Unhemmed Cloths, Napkins to match.

Some in 2 and 2½ yard widths and all lengths.

The Fine Moravian unhemmed Bordered cloths, 24 yards wide—Napkins to match.

Beautiful Irish three yard wide unhemmed Tablecloths, for round tables, with napkins to match.

BEAUTIFUL LUNCH cloth, 36, 45 and 54 in. square.

HANDSOME TABLE DAMASK by the yard.

ELEGANT TOWELS—We carry the Webb Washed Huck unbleached Towels in quantities up to, each ..... **\$1.98**

### White Goods

THE COMING season will be the biggest WHITE season ever known to the trade.

WE HAVE PREPARED for it accordingly. In our White Goods department you can find the following lines complete:

### India Linens

Persian Lawns, Nainsooks, Massalia

Long Cloths, Swisses, Organdies, Batistes, French Lawns, Mulls, Dimities, Fleece Piques, Plaided Ducks, Lawn Effects, Open Lace Effects, Imported Shirting Madras, Long Cloth, Fine Cambrics, etc., etc.

### The Strongest Line of Mercerized White Goods

VESTINGS, CHEVIOTS, Madras, Pique, Brocades, Duck ranging in price from 25c, 35c, 39c, 45c, 48c, 50c, 55c, 75c, 85c and ..... **\$1.00**

### Embroideries

WE PLACE on sale advance lots of Embroideries and Insertions—exquisite designs and beautiful qualities of Silk Tissue, Sheer Batiste Swiss, Nainsook, Cambric Bands, Insertion and Medallions—18 inch flouncings, all overs, etc. Prices ranging from 3c ..... **\$10.00**

SEE SPECIAL LOTS at 7c, 10c, 12½c, 15c, 19c and ..... **25c**

### Muslin Petticoats

A GREAT BARGAIN in 10 dozen Muslin Skirts—deep hemstitched ruffle—tucks above ruffle; ruffle underneath, choice ..... **50c**



SPLENDID VALUES in skirts with deep embroidery flounce and tucks—others lace trimmed, insertions and edge, choice ..... **\$1.00**

KNEE DEEP FLOUNCE skirts, three rows of lace insertion under ruffle; flounce underneath, choice ..... **\$1.50**



SKIRTS—CIRCULAR flounce effects, 5 and 6 rows of fine lace and insertions, French blind embroidery, etc.—material all of the finest. ..... **\$15.00**

### Night Gowns

NIGHT gowns of good muslin, square yoke, with cluster of hemstitched tucks, finished around neck and sleeve with lawn ruffle, pearl buttons, White sale price ..... **39c**



BETTER night gowns of superior muslin, square yoke, with torchon insertion and hemstitched tucks; hemstitched lawn ruffle around neck and sleeves. White sale price ..... **50c**

FINE GOWNS, forming a particularly good group of the new Chemise patterns with low neck and short sleeves, Bishop and Empire styles. Charmingly sheer. See the fine medallion effects, exact copies of French convent work. Lace, embroidery insertion, hemstitching and tucks heighten the effect of these well cut and home like garments. Extra sizes for stout women. White sale prices range 75c, \$1 to ..... **\$5.00**

### Children's Muslin Underwear

AN IMMENSE variety of undermuslin and white dresses, Slips, gowns, etc., for children and infants, all the newest and prettiest effects—at prices that will not admit of home making.

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